**USING PRIZM® PREMIER IN SIMPLYANALYTICS**

What is PRIZM Premier?

PRIZM Premier is a marketing segmentation system from Claritas containing 68 segments that combine demographics, consumer behavior, and geographic data to help marketers understand, find, and engage with their customers and prospects.

How to use PRIZM data in SimplyAnalytics

There are two primary ways to leverage the PRIZM data in SimplyAnalytics:

- Identify the top PRIZM segments for a target geography
- Identify areas with the highest concentration of chosen social/lifestage groups

**Identifying the Top PRIZM Segment in a Geography**

1. In your project, select *New View (1)* towards the top-right of the interface, then *Create (2)* under the **Related Data Table** view.
2. The Edit View screen appears. Here you need to choose a location and add one PRIZM Premier segment. Here's how – first, add/select your target locations within the Edit View screen as shown below.

Next, navigate to the path using the Data Folder option to add in any PRIZM Premier segment. The related data table will automatically add in all variables in the folder when you generate the report.

PRIZM Premier US » Segments
3. With the location chosen, and at least one data variable selected, select, **Done**.

The report will generate adding in all 68 PRIZM segments. **To identify the top segment for your geography, click on the location (1) and Sort, Largest to Smallest. Read more about the segment by selecting the variable name, then View Metadata (2).**

**Using the Social/Lifestage PRIZM Premier Groups**

Within the Data Documentation in SimplyAnalytics (found under Support > Data Documentation), reference the **PRIZM Premier Segment Narratives 2022** link.
Suppose that a company wants to identify ZIP Codes to market to in the United States, and the profile of whom they want to reach is wealthy & lives in rural areas. The matrix above is sorted by urbanicity and income – **T1 Landed Gentry** is the target social group.

The goal now is to create a Ranking Report for the USA to find the ZIP Codes with the highest concentrations of **T1 Landed Gentry** adults.
In your project, select *New View* towards the top-right of the interface, then *Create* under the **Ranking Table** view. You will be presented with the Edit View page. **For the location, ensure that USA is selected**, and navigate to this path: *Claritas PRIZM Premier* » *Social Groups* to select, % Households Social – Town & Rural: T1 Landed Gentry.

Click **Done** to generate the report. From here you can sort **Largest to Smallest** to see the highest concentrations of this social group. **NB**: Set the Ranking Report geographies to ZIP Codes towards the top of the report. See image below for reference.